

ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Development and Business Services Conference Room
April 14, 2016
7:45 AM

10. Call to Order

Chairperson Sessions called the meeting to order at 7:45 AM.

20. Roll Call

Committee Members present:

Chairperson Shannon Sessions
Committee Member Georgia Borg-Leon
Committee Member Grant Dull
Committee Member Nancy Finch
Committee Member Amy Spain
Committee Member Brenda Klein

Committee Members absent:

Committee Member Sharad Shrestha
Committee Member Debby Mueller

Staff:

David Kleitsch, Economic Development Director
Mary Monroe, Tourism Manager
Christy Murray, Administrative Assistant

Guests:

Joni Kirk, Snohomish County Tourism Bureau
Communications and Marketing Coordinator

Tracy Thornton, Lynnwood Convention Center
Director of Sales

30. Approval of Minutes

30.1 Minutes of March 10, 2016

Committee Member Dull moved to approve the minutes of March 10, 2016, Committee Member Borg-Leon seconded the motion. The motion passed unanimously.

40. Written Communications

None

50. Public Comments

None

60. Reports from Committee Members

Committee Member Spain introduced Joni Kirk, the new Marketing and Communications Coordinator of the Snohomish County Tourism Bureau. Committee Member Spain will be making a presentation to the Lynnwood City Council on April 20, 2016 and sharing the 2015 Annual Report from the Snohomish County Tourism Bureau.

70. Resolutions and Action Items

Director Kleitsch invited the Committee to the Joint Board and Commission Meeting on May 25, 2016. All Lynnwood Advisory Board

Members are invited to attend this Special Meeting for a presentation and discussion on City Center multi-modal connectivity; the Sound Transit Lynnwood Link Station and associated projects, and the City's 2017-18 budget process. Director Kleitsch asked the TAC/LTAC to consider replacing the May 12, 2016 TAC/LTAC meeting with the Joint Board and Commission Meeting on May 25, 2016.

Committee Member Klein moved to approve the replacement of the May 12, 2016 TAC/LTAC meeting with the May 25, 2016 Joint Board and Commission Meeting, Committee Member Spain seconded the motion. The motion passed unanimously.

80. Staff Reports

80.1 City of Lynnwood Tourism Work Program and Budget, FY 2017-18

Tourism Manager Monroe presented the preliminary work program and budget for FY2017-18. The preliminary budget reflects the priorities discussed at the February 11, 2016 and March 10, 2016 meetings; promoting "Staycations", continued participation in trade shows, marketing to youth, packaged travel and Canadian and FIT travelers, and support for a festival or event. The preliminary budget also includes funds for quarterly reports from Smith Travel, professional photography, travel writing services, and registration and travel expenses for an additional NTA Conference in 2017 and the Seriously Social Workshop.

Committee Member Dull inquired about the General Services Administration (GSA) Per Diem Rate in Lynnwood. The current rate in Lynnwood and Snohomish County is \$113. A discussion ensued on the Per Diem Rate, how it is established, and how it impacts Lynnwood hotels and bookings at the Lynnwood Convention Center. The Committee agreed that further research should be done on the Per Diem Calculation and the process to establish Lynnwood as a separate rate area from Snohomish County.

The Committee discussed the Contingency Fund budget amount of \$15,000 and Festival Fund of \$10,000, in regard to the cost of event opportunities discussed at previous meetings, such as the Fire Fighters Combat Challenge. The Committee agreed to increase the Contingency Fund to \$50,000 to provide enough funds to take advantage of potential future event opportunities. Tourism Manager Monroe will make the suggested changes to the budget. The final costs for Salary and Benefits, and overhead expenses such as Telephone and Internet Service, will also be included in the updated budget and will be presented to the Committee at the June 9, 2016 meeting.

80.2 Director's Report

Director Kleitsch provided an update on Lodging Tax Revenues and the pace of development in Lynnwood. In February 2016, the City of

Lynnwood received \$41,775 in lodging tax revenue. 2016 receipts suggest annual collections may be lower than 2015, but higher than 2014.

In 2015, the City of Lynnwood issued over 3,000 building permits, valuing over \$200 million dollars, nearly four times the value of permits issued in 2014. Development in Lynnwood continues at an unprecedented pace.

Administrative Assistant Murray announced that shopping and dining directories have been added to the LynnwoodTourism.com website.

90. General Discussion

None

100. Adjournment

The meeting was adjourned at 9:00 AM.

Next Meeting: The next LTAC/TAC meeting is scheduled for June 9, 2016.